

Boomplay to enter French-speaking countries

After four years of being on the market in West Africa, Boomplay Music is set to expand its services to French-speaking countries on the continent.



Image source: Gallo/Getty

Boomplay general manager, Dele Kadiri said besides French-speaking countries in Africa, the company would also target African expatriates living in the US, Canada and Europe.

“We have started to look at Francophone countries such as Cameroon and Ivory Coast, as well as the areas where there is a large diaspora communities such as North America and Europe,” he said, adding that Boomplay was already adding about two million users a month to its service.

In April 2019, the company secured \$20m funding to expand into various regions in Africa. A month later it announced that it would invest \$1m in Kenyan artists who were signed to the platform. The funding would go towards production and A&R, Boomplay Kenya general manager Martha Huro said in May.

Boomplay Music, which distributes the catalogues of Universal Music and Warner Music, the latter of which signed a deal with the streaming service in March, currently has offices in Nigeria, Kenya, Ghana and Tanzania.

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